Renee Apelo

... a graphic designer with a passion for anime.

Project 1 - Original Character – Marina Nanami

About Me

I am a graphic designer who has a passion for anime and manga character design and animation, exploring typography, digital images, and page layout. I always strive to learn new designs, skills, and tasks.

My hobbies and interests include anime-inspired drawing, traveling, nature walks, and trance music.

Problem

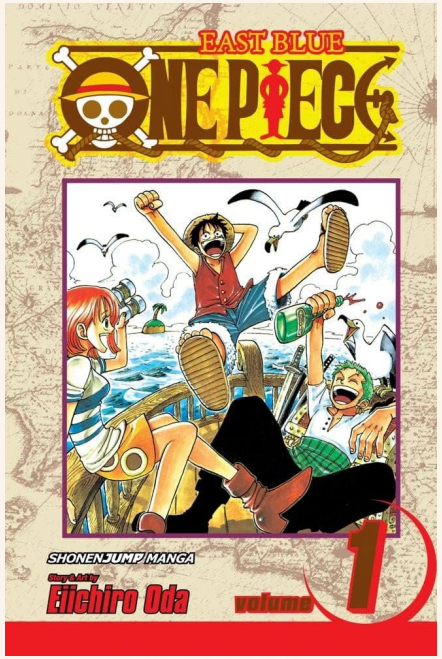
Original magical girl-style anime is still not common in American entertainment productions. Iconic anime shows like Sailor Moon introduced the genre to Western audience. I aim to contribute to this segment of the market.

Goal

I want to create original, anime-inspired cartoon characters for family-friendly productions, such as the examples below.

Target Audience

My target audience is children and adults interested in original anime-inspired cartoon animations.



Research

Many of my original characters, such as Marina Nanami, are inspired by various anime and manga series.

Paired with an **anime writer**, I like to incorporate influences from Western animation's unique blend of storytelling and Japanese visual styles such as **shonen** (for boys), **shoujo** (for girls), **seinen** (for mature men), **josei** (for mature women), **chibi** (cute, minor characters), **kawaii** (cute aesthetic), realistic, and more (exaggerated cuteness). Each style is often distinguished by character design, level of detail, and the themes of the story depending on the target audience. Exaggerated features: Large, expressive eyes, small mouths, and simplified noses to convey emotions effectively.

Explorations

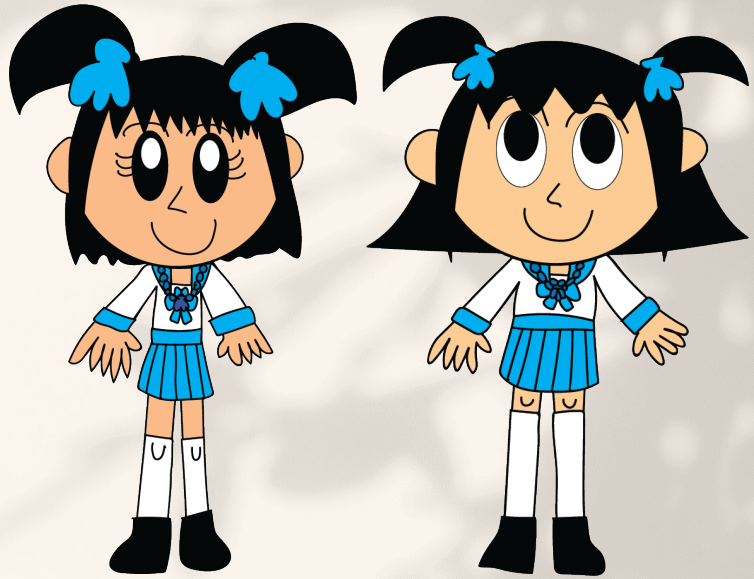
Over the years, I sketched and made rough draft of concept art versions of my original anime characters.

Miss Ladybug

Hiker Boy

Bigfoot

Design Iterations and Tests



Final Solution and Impact

Over the years, I made multiple versions of my original anime-inspired character, Marina Nanami. The resulting character reflects the Japanese anime style for cuteness, cute aesthetics, and exaggerated features: Large, expressive eyes, small mouths, and simplified noses to convey emotions effectively.

Marina Nanami

a.k.a. **Marine Pearl**

Reflection

I learned that Japanese anime and manga styles can vary widely. I want to focus on a style that can be distinguished by character design, level of detail, and the story’s themes, depending on their target audience.

Thank You

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